



*Health Department*  
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**Public Health**  
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**NEWS RELEASE**

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**January is Cervical Health Awareness Month:  
The Coulee Region Immunization Coalition wants to raise awareness on how people can protect  
themselves and their loved ones from Cervical Cancer.**

January is recognized as Cervical Health Awareness Month and the Coulee Region Immunization Coalition (CRIC) urges every woman to make a New Year's resolution to talk to their healthcare provider about preventing cervical cancer!

Each year in the U.S. more than 12,000 women are diagnosed with cervical cancer, and more than 4,000 die as a result ([www.cdc.gov](http://www.cdc.gov)). In Wisconsin throughout 2010, 172 women were diagnosed with cervical cancer and 44 women died as a result (*Wisconsin Cancer Data Bulletin*, May 2014). Almost all cervical cancers are caused by the human papillomavirus (HPV), a common virus that can be passed from one person to another.

There are steps women can take to reduce the risk of cervical cancer for themselves and their daughters including regular screening tests (Pap test and HPV test) and receiving the HPV vaccination. The CRIC encourages every woman to talk with her healthcare provider about how to protect themselves from cervical cancer. The CRIC also encourages everyone to talk to the women in their lives – wives, girlfriends, mothers, sisters, nieces, best friends – and tell them to take care of themselves, safe-guard their health, and have a conversation with their doctor or nurse to see which tests or vaccinations are recommended for them.

To encourage increased awareness and conversation of cervical cancer, HPV virus, and the HPV vaccination, CRIC will be sponsoring billboards in the cities of La Crosse, Sparta and Mauston, and radio and television PSA's covering the coulee region of western Wisconsin and eastern MN throughout the month of January. The campaign will highlight the link between HPV and cancer and the importance of HPV vaccination. The funding for this project was generously provided by grants from the Wisconsin Immunization Program, Gundersen Health System, Mayo Health System, and the Women's Fund of Greater La Crosse.

*The Coulee Region Immunization Coalition's (CRIC) mission is to increase immunization rates to protect the public from vaccine-preventable diseases. Our focus is on educating about vaccinations and the diseases they prevent and preventing vaccine-preventable diseases. The Coalition consists of representatives from seven local health departments, Gundersen and Mayo Clinic Health Systems, Scenic Bluffs Community Centers, Scenic Rivers AHEC, WI Department of Health Services, and local school district and university nurses.*

**MAKING THE HEALTHY CHOICE TOGETHER**

*"Protect, promote and improve the health of all people to enhance the quality of life."*

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